



LIBRARY BOARD MINUTES

February 13, 2013

BOARD PRESENT: Amir, Brodsky, Brooks, Christman, Dickerson, Lewis, Neuman, Persaud, Ram, Reedy, Triebwasser, Watts

STAFF PRESENT: B. Parker Hamilton, Director, MCPL; Regina Holyfield, Recording Secretary

The Library Board meeting was convened by Chair Lewis at 7:05 PM.

INTRODUCTIONS:

New member, Michael Triebwasser, was welcomed, and introductions were made.

APPROVAL OF PREVIOUS MINUTES:

Minutes from the January 9, 2013 meeting were approved.

APPROVAL OF LAC APPLICATIONS:

The LAC member applications were approved unanimously.

DIRECTOR'S REPORT

- Today, February 13, is Library Legislative Day in Annapolis. This is the first time in six years that the Library Board has not had a representative attending Library Legislative Day. Kay Bowman and Joseph Eagan represented MCPL. They were able to visit all 32 elected officials who were presented with a packet containing MCPL's: 2012 Report to the Community; FY13-16 Strategic Plan; C'mon Get Appy flyer; and Did You Know flyer.
- Joseph Eagan is the new branch manager for the Olney Library effective February 24. MCPL's request to fill the position was approved by the Office of Management and Budget (OMB). Joseph will begin reengaging the Olney community and preparing for the reopening of that branch.
- MCPL is recruiting to fill the branch manager vacancies at Davis and Damascus libraries.
- Kay Bowman, branch manager for Gaithersburg Library, is doing an excellent job

engaging the Gaithersburg community.

- Tomorrow is the budget meeting with Mr. Leggett. Libraries has been working with OMB on MARC and over the MARC submissions that relate to MCPL's Strategic Plan.
- Richard Bowers, Chief of Fire and Rescue Services, is retiring from Montgomery County and going to Fairfax County.
- There was a nice shout out from Christopher Hitchens, in-house counsel for Montgomery Village Foundation, in their January newsletter. A thank you letter was sent to Mr. Hitchens and permission has been obtained to use his words to market MCPL.
- MCPL's e-newsletter, *Check Us Out*, went out for the first time this month. Close to 200 people have signed up so far to receive it via email.
- During the last Board meeting, there was discussion regarding LAC meetings. Robyn Watts suggested, at that time, that a standard agenda be used to ensure the items in which the LACs should be advising the branch managers, are being discussed. An agenda was drafted, and reviewed by Robyn Watts and Jill Lewis. The draft was presented to the full Board for review. Director Hamilton will send the approved agenda to the branch managers; Jill Lewis will send it to the LAC chairs.

CHAIR'S REPORT

- Branch tours
 - The invitations for the branch tours went out on Friday, February 8.
 - Valerie Ervin - Marilyn J. Praisner; George Leventhal - Kensington Park; Nancy Navarro – Aspen Hill; Phil Andrews – Quince Orchard; Twinbrook – Mark Elrich; Hans Riemer – Long Branch; Nancy Floreen – Germantown; Craig Rice – Potomac
 - Responses have been received from Councilmembers Rice, Riemer and Floreen.
 - There needs to be at least one Board member at every tour. The Board will not conduct the tour; that will be done by the branch manager and the community.
 - Kim Persaud, Art Brodsky and Jill Lewis have been working to set up the tours. The dates and times, which were dependent on the activity in the branch, were submitted by the branch managers.
 - Please wear orange to the tours.
 - Talk to the LAC chairs about using the tip sheet. Please ask them to remember this is a library tour, other issues should not be addressed at the time of the tours.
 - Mr. Berliner has completed a tour of Davis Library at the invitation of a Davis LAC member.
- Chair Lewis thanked everyone for attending the public forum meetings. Mr. Leggett did see the sea of orange. Someone spoke about Libraries at every meeting. There was a good mix of community people and Board members at each meeting.
- The Library Board joined with Friends of the Library, Montgomery County Inc., (FOLMC) to sponsor Library Lovers Month. The kickoff was held Saturday, February 2 at Kensington Park Library. Director Hamilton and County Executive Leggett attended.
- The month of February is also the start for the petition; it will run through March 29. The petition is on the MCLB and FOLMC websites. When attending LAC meetings, Board members should ensure that they are using the petition.
- Please send any items for the e-newsletter to Jill Lewis.
- A submission has been made to the American Library Association (ALA) for the very prestigious John Cotton Dana Award which honors outstanding library public relations. Eight \$10K grants are awarded each year.
 - Past entries have focused on dynamic programs or events.

- The submission made focused on the Library Board and FOLMC “stopping the bleeding” and turning the library system around via t-shirts, advocacy, petitions, etc.
- Ellen Berman, Art Brodsky, Ari Brooks, Ann Dorrough and Jill Lewis worked on the submission. Art Brodsky did a tremendous amount of writing for the application.
- The two-year campaign was documented by Director Parker Hamilton, who compiled a binder complete with articles, testimonies, letters, and cartoons, which she presented to Art Brodsky. This information was used for the application.
- To ensure that all Board members and LAC members are on the same page regarding the differences between the FOL chapters and the LACs, Chair Lewis provide a “Summary of LAC and FOL Missions, Structures, and Procedures.” [See Attachment]
 - Director Hamilton will send this document to the branch managers; Jill Lewis will send it to the LAC chairs; and the liaisons will address it at the LAC meetings.
 - The Library Board members can speak about the Board and LACs, but not the FOLMC or its chapters.
 - This statement has been reviewed by Ari Brooks, the FOLMC Executive Director.
- The LAC members will be invited to attend the March Board meeting. Thirty minutes of the meeting will be presentations by two of Director Hamilton’s senior staff members, Mary Ellen Icaza (Virtual Services) and Rita Gale (Facilities and Strategic Planning). The remaining time will be for conversation and questions. Senior staff also attending will be Carol Legarreta, Mary Louise Daneri and Eric Carzon. Jill Lewis will send out invitations tomorrow to all LAC members.
- The Board will send a letter to the Committee Evaluation Review Board (CERB) recommending adding an ex-officio member to the Board from Montgomery College Libraries. This addition would require a change in legislation.

VICE CHAIR/COMMUNITY LIAISON REPORT

- Library Lovers Month
 - Chevy Chase collected 130 signatures on the petition last Saturday. They will have a program each Saturday of February.
 - Silver Spring conducted a postcard campaign.
 - Chair Lewis will advise if the postcards should be mailed or collected.
- Brainstorming II session
 - Discussion regarding how to get information out to other people via Twitter, Facebook, Meetup.com, information links, etc.
 - Use the hashtag, #Mocolibrariesmatter, to get people out for budget hearings, encourage people to come out and testify, etc.
 - Save MoCo Libraries Facebook page will be revamped.
 - A link to the petition can be tweeted.
- Only five LACs were represented at the second session.
- Brainstorming notes may be posted to the FOLMC website.
- Director Hamilton will ask Mary Ellen Icaza to give a brief demonstration on how to use Twitter at the next meeting.

LAC AND BOARD ACTIVITIES WORK GROUP REPORT

- Awards
 - The Board offers as many as five different awards to the LACs who meet the criteria: Eleanor Ablard Award, David Chiles Member of the Year Award, Membership Award, Renaissance Award and Board Liaison Award
 - The liaison works with the branch manager to complete the application.
 - Due date is usually early April with the report to the Board in May and presentation of the awards in June.
 - The question was put to the Board regarding the number of awards to be offered this year.
 - After discussion, which included combining some categories, it was moved and seconded that the Board continue with the two awards (Eleanor Ablard Award and David Chiles Member of the Year Award) that were given last year with no changes.
 - As soon as possible, the work group will begin reviewing changes for next year.
- Orientation Package - Program for new LAC members to introduce them to their role as LAC members.
 - The work group has drafted a package that has internal instructions, a welcome letter and a package of slides.
 - Once all items have been finalized, the work group recommends having four sessions a year before the Board meetings with the first being held in March.
 - Use slides as kick off point with lots of talking points.
- June Conference
 - It is being recommended by the work group that the June Conference be resurrected. This was a joint meeting with the Library Board and the LACs in which guests were invited to speak prior to breakout sessions which were followed by the presentation of awards.
 - Craig Rice, Council Lead on Libraries, has been invited to be the keynote speaker.
 - Montgomery College - Germantown is being considered for the venue. There is no fee and plenty of parking.
 - Themes being considered are, Future of Libraries (vision) and team building.
 - There was a motion made and seconded to resurrect the June conference. The Board voted to hold the June conference.

MCPS EX OFFICIO REPORT

- An upcounty meeting is held once a year with Montgomery County Public Schools, Montgomery College and MCPL to discuss what is new and collaboration opportunities.
 - The meetings began because most of the high schools in the area have International Baccalaureate (IB) programs, and the cost of the materials needed (academic, college-level textbooks) for these programs is prohibitive for most. Through this collaboration, students in IB programs have access to the needed materials during field trips to Montgomery College.
 - The group met this year on January 26.
 - Montgomery College received a grant from ALA. These funds were used to purchase 25 bookshelves of Muslim books. Beginning a two-year series called Muslim Journeys as a way for the community to engage in conversation about Islam. Most of the programs are in the evening and are free.

- Montgomery College is holding symposiums:
 - March 1, 7 PM, a woman who lived through the Khmer Rouge in Cambodia.
 - March 28, 7 PM, CEO from United for Equality will discuss the equal rights amendment.
 - April 16, 7 PM, Dr. Lesley Francis, granddaughter of Robert Frost, will discuss the Frost family's early years, share her work and memories of her grandfather.
- Karen Miller, MCPL, talked about the Summer Reading program. Karen Miller and Andrea Christman will meet to talk about getting Summer Reading information to the students prior to the end of the school year.
- Karen Miller also shared that there are five new Outreach Librarians. This is exciting, MCPL will again be able to do outreach in the public schools.
- Staff from the special libraries is also invited to this meeting.
- This year will mark the tenth year this meeting has been held.

PUBLIC COMMENT

None

ADJOURNMENT

The meeting was adjourned at 9:10 p.m.

B. Parker Hamilton

Summary of LAC and FOL Missions, Structures, and Procedures

The Friends of the Library Montgomery County (FOLMC) is a 501(c)(3) nonprofit organization whose mission is to supplement the operating funds provided for in the County's annual budget. FOLMC operates independently without relying on government funding and is not a part of the county or the county public library system. FOLMC works with the Library Board, the MCPL, and the LACs to provide program support, matching funds and specific materials and equipment to the system. (Source: FOLMC website)

As a private organization, the meetings of the FOLMC and the branch FOLs are open only to members, and the minutes are not for public distribution. Library Board reports should not contain information on FOL chapter business.

The LACs are subcommittees of the Library Board which is an advisory board to the MCPL Director and part of the County system. As subcommittees of the Board, the LAC meetings are open to the public and the minutes are available to the public. It is acceptable for members of the library community to hold membership in a branch FOL and LAC. However there must be two separate meetings for the two groups. One meeting must be adjourned before another begins, and only members of the branch FOL should attend the FOL meetings. Board members who are liaisons to branches should not attend the FOL branch meeting unless invited.

In summary, the major difference between an LAC and a FOL chapter is:

1. the LAC represents the interests of the library user in relation to library policy,
2. The FOL is primarily involved in fund raising for educational programming and alternative ways to improve library services.
3. LAC members may join their local library's FOL chapter in addition to maintaining their membership on the LAC. However, each group serves a vital, but different, role in the support of public libraries. The local library's LAC is an important *separate* group even though it may operate along with a FOL chapter in serving a specific library. (Source: MCLB LAC Handbook, rev 2013)